



NEWS ALERT

Marketing to Healthcare Professionals



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SK&A Offers Report on Top 50 Medical Groups and IPAs

Kaiser Permanente is the nation's largest medical group with more than 300 offices and nearly 7,400 physicians. See the other 49 top medical groups and 50 Independent Physician Associations, ranked by number of practicing physicians, in this complimentary report. [Download here](#)

Email is the Fastest Route to Hospital Decision Makers

Get to hospital decision-makers faster with these fresh, verified email addresses. Reach all the top managers and department heads. SK&A offers the largest database of hospital emails anywhere. What's more, we'll handle the deployment for you and ensure the highest deliverability. [Select for counts](#)

New to the Market: Sell to Large Group Medical Practices

Selling to the group headquarters is more efficient than trying to reach the individual physician or location. Now a new database identifies 33,000 physician medical groups and the decision-makers in those groups. Find the biggest sales opportunities by targeting those who have the most purchasing influence. [Read more](#)

View 2 Million Healthcare Provider Profiles Online

Need to locate physicians in a hurry? SK&A's *Live Access* is a search tool that gives you instant results. Find physicians, pharmacists, dentists, hospital managers and others. See over 2 million quality contacts online. Get names, addresses, phones and directions. Identify partners, affiliations, and more. Export and save the results. [Start your 14-day trial](#)

Target 1.67 Million Providers with Fax Marketing Service

When you need to deliver time-sensitive messages, faxing is the alternative to mail. Use faxes for urgent messages, announcements, promotions, registrations, deadlines, recalls, or new indications. With SK&A's solution, you get the fax list *and* the broadcast service. Accurate fax numbers mean higher deliverability and better results. Target providers at 408,000 medical sites. [Learn more](#)

In the News: Medicare Claims to Require NPI Number This Month

Medicare claims must now include a national provider identifier (NPI) in the claim's primary fields, which are the billing and pay-to fields, as of January 2008, the Centers for Medicare and Medicaid Services (CMS) said. [Read article](#)

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